

ABSTRACT OF THE DISCLOSURE

A computer-implemented method, including receiving a request by a content provider to be notified regarding an occurrence of an event, automatically detecting the occurrence of the event with a processing device capable of servicing a plurality of merchants or detecting events associated with a plurality of merchants, generating a message containing information regarding the event, transmitting the message to a content provider computer or communication device, receiving a request for information regarding an offer by a merchant associated with the event to create or establish an affiliated marketing or advertising relationship, receiving and processing information indicating that the content provider has accepted the offer, storing, and generating a message containing, information regarding the affiliated marketing or advertising relationship, generating a message containing information that the affiliated marketing or advertising relationship was created or established, and transmitting the message to a merchant communication device or computer.